

The Standard-Advertiser

The County Paper.

SUBSCRIPTION \$2.00 PER YEAR—ALWAYS IN ADVANCE.

BUSINESS SECTION OF BEACH FRONT TO GET ADDED ILLUMINATION

City Will Increase Number of Lights and Added Candle Power to Each Light—Give Merchants Added Protection and Make City More Attractive.

Keeping pace with the growth of the city and also as an added measure of protection by night, the board of mayor and city commissioners, will increase the number of lights and add to the candle power of illumination of that business section of the city along the Beach Boulevard lying between Ulman Avenue, (terminus of auto bridge) and Union street (Stanislaus College). Number of lights to be added is 14, and all lights will be of 100 watts whereas at present the wattage of each is only 80. This will create a white way along the business section of the beach front and will not only make the city more attractive and draw possibly more business at night from surrounding territory, but will, as the mayor and commissioners say, give added protection.

Forces of the Mississippi Power Company went over the territory to be additionally lighted a few days ago and will go to work on the improvement at once, to be finished before the holidays, the 1st of the year at the latest, it was stated at the city hall.

TO ADD TO WATER CAPACITY FOR CITY.

E. S. Drake, civil engineer and draftsman, is engaged at work on a set of plans for the immediate construction of another water reservoir for the city, to be built alongside of the present one and connected as to make the increased supply combine with the present tank. One in use now holds 125,000 gallons of water while the new one will be in excess of that. It is the intention of the city to have an ample supply of water at all times, both for domestic and fire purposes. It is proposed to take no chances. Public Utility Commissioner S. J. Ladher, Mayor Traub and Commissioner Egloff co-operating, plans to give the city the best and most complete water supply and pressure at all times that it is possible to have and is working towards this end with success.

SIGNS ABOUT CITY TELL OF PUBLIC PROPERTY.

Signs about the city give information to visitors and tourists and serve not only to inform and interest strangers but to make our city more interesting and affords good advertising.

Motorists arriving in the city from over the auto bridge read a sign placed at the end of the bridge, "Welcome to Bay St. Louis." Then driving further down along Ulman avenue (Old Spanish Trail) this sign at the waterworks plant: "Bay St. Louis Waterworks and Fire Station No. 1." Coming from over the bridge and viewed from the air the city water tower with its silvered surface carries the inscription, "Bay St. Louis." Arriving in the city from the west, out of New Orleans, another sign greets the visitor: "Welcome to Bay St. Louis, speed 15 miles." The speed limit, however, is going to be changed to 20 miles. We are growing out of the hick town class and the change has been decided upon by the municipality. The Chamber of Commerce also has a sign at the intersection of Main Street and Old Spanish Trail, which says, "this way to the beach and business section." Just as our street corners carry name plates so it is proper that every place of public interest should be labeled. We, ourselves, like to read these things, serving as reminders and serve as medium for realization. We are prone to blame but reluctant to praise.

CITY'S FINE FIRE STATION AND WATERWORKS.

Saturday morning's fire served as a medium by which the local fire department could demonstrate its efficiency and ability and the waterworks system as well was given a test and proved not wanting. As soon as the fire signal was given the fire-fighting apparatus was on its way without the loss of a moment and a copious flow of water from 80 to 100 pounds pressure was streamed on the ravaging flames without cessation. The city's waterworks and efficient corps of fire fighters easily saved a hundred thousand dollars' worth of property. Emile Adam is resident chief of the combined department, with Theo Tidbury as night man and Eugene Journeay on day watch. Tidbury and Journeay were both on duty yesterday, loss of day and night. Emile Adam is constantly on his job. Property owners want the maximum of protection and are getting it as far as possible and communicate with the city's resources.

CITY POLICE ARE MOVING VAGRANTS.

With the Old Spanish Trail now open both ends—in and out of the city and with the railroad always carrying a fair quota of sedentary,浪人, and vagrants, it is particularly hard at this time of the year to keep the population of tourists down even when the city police are doing their best to prevent them from getting into trouble.

ROTE CLUB OBSERVES HOLIDAY.

Rev. C. C. Clark, Pastor First M. E. Church, Tells of Thanks and Service.

Rotary Club of Bay St. Louis, that local force that strives to serve and represents that unalloyed spirit born of fellowship and self-sacrifice in order that others may profit in the daily grind of weal and woe, observed the nationally-honored day of Thanksgiving, Wednesday noon at the regular luncheon-meeting.

Breathing that patriotic spirit, the Rotary dining room at Hotel Weston had been beautifully decorated with the tri-colors of the American flag and old glory, too, was there in all its beauty, dignity and commanding magnificence. This decoration of the national colors was appropriate and served as a fitting atmosphere for the national significance of the day. A resolution was voted at the meeting by Arthur Surcouf, of the A. G. Ticeater, who did the artistic work complimentary.

Rev. C. C. Clark, pastor First Methodist church, was the program speaker of the day, and how well he dwelt on the various phases of the day and its significance and its relation to the tenets of Rotary club was best attested to by those privileged to hear him. He spoke briefly but to the point, telling how the day originated at a time when compared to the present there was not very much to be thankful for. But the fine spirit of thankfulness and gratitude to be dispensed of all things was there and breathed genuine sincerity just the same. He said that people who had most to be thankful to. His address was the outstanding feature of Thanksgiving program and observance.

FOR GOOD ROADS CONFERENCE.

Warren Jackson, of Ocean Springs, executive secretary of the former Mississippi Coast Club, was present as a Rotarian and voiced much enthusiasm in behalf of the forthcoming highway and good roads conference to be held in Bay St. Louis next Tuesday afternoon, under auspices Bay Chamber of Commerce. He said a delegation from Mobile would be present.

SEEKING VISITING ATHLETES.

Walde Otis told of a conference with L. & N. officials in behalf of a big football team that would spend a while in Bay St. Louis en route further south next fall and the possibility of getting members of baseball leagues to train here; that it could be had for the asking and going off. The chair appointed H. U. Conroy, chairman, Leo W. Seal and Walde Otis a committee of three to take the matter over to the Chamber of Commerce on next Tuesday night. This was in accordance with a motion to that effect.

LADIES' NIGHT ENTERTAINMENT.

Thursday, December 18, was the date voted by the club for annual Ladies' Night and Christmas entertainment, to take place at Hotel Weston, at night. Pass Christian Rotary Club will join the Bay Club on the occasion for an intercity meeting, including presence of Rotary Anna Clayton Band, and a special program will be evolved by the Program Committee, composed of Dr. Jas. A. Evans, chairman; George R. Rea and Dr. C. M. Shipp.

Guests this Wednesday included Rev. C. C. Clark, Dr. C. L. Horton, Chas. J. Mitchell and Warren Jackson of Ocean Springs and E. A. Lang of Pass Christian, Rotarians.

In the absence of A. A. Scarfe, away on vacation, Henry W. Osmich was appointed secretary pro tem.

NEXT WEEK'S PROGRAM.

Next Wednesday's program will be colorful with a program on International Relations discussed by a special speaker. Flags and a few minor contents are to be the subject will be revealed. Rotarians are urged to bring a friend at the meetings.

Rotary is one of Bay St. Louis outstanding factors an exponent of fellowship and constructive endeavor.

The streets, Chief of Police A. E. Sudder and Assistant Captain are showing no mercy to the class of vagrants. However, there is a reason that is a hard task and the work they do is well done. The city police are numerous and are in the streets at all hours.

Fellowship Reception
At Methodist Church This
Sunday Afternoon, 3-5

Next Sunday afternoon, November 30, from 3 o'clock to 5 o'clock, all members of the First Methodist church, Main street, are invited and respectfully urged by their pastor to go to the church for a period of fellowship and also to make their pledges for the budget for the ensuing year.

The Board of Stewards and pastor, Rev. C. C. Clark, will be there to greet all who will call during the hours of reception. It is understood no one need remain during the entire period as these hours represent the time of reception.

Making Pledge Day a Success," says Rev. Clark, the pastor, will be appreciated.

**ASSESSOR VAN WHITFIELD
PREPARING FOR BIG TASK
OF ANNUAL ASSESSMENT**

Assessor E. Van Whitfield is busily preparing for the annual assessment work for Hancock county and is getting his blanks and records in shape for the big task. He is thoroughly acquainted and versed in Hancock and his task, when finished, always presents thorough application and nothing escapes.

BAD CHECKS GIVEN FOR PEACAN CROP

SEVERAL LOCAL RESIDENTS SELL PEACANS TO OUTSIDER WHOSE PAY CHECKS ARE RETURNED.

Selling peacans to itinerant buyers is a slight, getting, perhaps a better price than home folks will give, if the check is good. But such is not always the case, as has been proven in more instances than one the past few days.

Edmund Raboteau reported to the Bay St. Louis Chamber of Commerce this week that he had sold a quantity of pecans from his place and had been given a check on the Whitney National Bank at New Orleans, in the amount of \$6.15. This check was deposited at one of the local banks and returned marked I. S. F.—insufficient funds. It was signed by Jos. P. Segari. Whether this was a deliberate fraud is not known, neither is it here so charged, but the result is that Raboteau sold his pecans and failed to realize payment for same. He says he had never seen the man and does not know if this is a fictitious name or not.

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Hermogene Nicaise, residing in Main street, also sold a quantity of pecans, for which he was given a check in the amount of thirty odd dollars to a man he had never seen or heard of. This check was duly deposited and came back with the similar seal rubber stamp story on the reverse said. It said "account closed."

Albert C. Brown, residing on the Old Spanish Trail, also negotiated the sale of a quantity of pecans in the sum of eighty odd dollars and was given a check. Mr. Brown was informed a few days later by the bank the check carried no value for it was turned down by the bank at New Orleans upon which the amount was drawn.

Other parties around this section made similar sales with like sequence, which behoves one and all in future to demand cash.

It is not only more convenient, but decided safer. A report from Gulfport said a man had been apprehended by authorities of that place who had been buying pecans and giving bad checks for same. These checks are not necessarily fraudulent, but the result is the same. It is hardly likely any such checks will be made good unless by force and with assistance of the law.

**LOGTOWN P.T.A.
HELD MEETING NOV. 13**

A regular meeting of the Logtown P.T.A. was held on Thursday evening, November 13, with good attendance, and a very interesting program.

Miss Georgia M. Taylor of Gulfport, Mississippi, gave an instructive talk on the subject "Reading in the Elementary Grades."

A round table discussion on "Ways and Means of Securing Library Books" was lead by Mrs. George Bennett.

Music was furnished by Miss Mary Kerr, after which refreshment was served.

**MUNICIPAL ELECTION
AT WAVELAND, TUESDAY,
DECEMBER THE SECOND**

Municipal election will be held at Waveland on Tuesday of next week December 2, when the nominees of recent primary election will be voted for. As there is no opposition the nominees will be duly elected.

Election commissioners are Alphonse Favre, Cornelius K. Herlin, William A. Roth.

**FINE PIECE
PUBLICITY
BY C. OF C.**

**FACTS FOR OUTSIDE WORLD
ABOUT CITY AND COUNTY
MANY AT HOME DO NOT
KNOW**

Bay St. Louis Chamber of Commerce, ever on the job, and a factor for the upbuilding and further development of Bay St. Louis and balance of Hancock county, issued this week publicity literature that will serve as substantial and convincing argument. Thousands of these cards will be issued and distributed by hand and mail as the occasion may arise.

Figures used are the result of extensive compilation. Every property owner and tax-payer, every resident should have a copy of this for reference and not losing sight of its local educational value. It might be a revelation to many to know that Bay St. Louis' bonded indebtedness is only \$20,000 in view of the many improvements of recent times, and further, that \$28,000 per annum is paid off. And that Hancock county's tick free. And that the county's outstanding bonded indebtedness is only \$641,880.63, with an assessed valuation of six million dollars.

The card just issued carries the following: "Chamber of Commerce, Bay St. Louis, Miss., Garden of the River."

CITY OF BAY ST. LOUIS

Every street hard surfaced.

Population 1930 census, 3,727.

Assessed valuation \$2,993,238.00

Approximate Actual Value \$6,500,000.00

Tax levy 1930 25 mills.

Street mileage 25 miles.

Mileage of Beach Front 4 miles.

Bonded indebtedness \$207,000.

Indebtedness being retired at rate of \$28,000.00 per year.

Bay Saint Louis is 52 miles from New Orleans.

All L. & N. trains stop at Bay St. Louis.

HANCOCK COUNTY

Population 11,448.

Mileage of concrete road on the Gulf of Mississippi or Mississippi Sound, all pretected by modern concrete seawall 12 1/2 miles.

Bonded indebtedness against property \$635,500.00

Reserved to retire foregoing bonds: \$43,619.32.

Net bonded indebtedness against property \$641,880.63.

Indebtedness being retired at rate of \$39,000.00 per year.

Assessed Value \$6,288,543.83.

Approximate value of property \$12,500,000.00.

HANCOCK COUNTY is tick free.

has a beautiful system of roads throughout the entire county.

**GAS PETITION HAS
MANY SIGNERS AND
SOLICITORS ACTIVE**

Working under auspices Bay St. Louis Chamber of Commerce, the petition asking for natural gas for Bay St. Louis and vicinity, has reached the point where the list has a preponderant number of signatures, and it is refreshing to learn of the instant success with which the solicitors met.

Mrs. Mary Montgomery, public spirited citizen and always to the fore in every endeavor for the upbuilding and betterment of Bay St. Louis and vicinity, numbered with the workers who assiduously strove for results attained. Mrs. Montgomery is a member of Bay C. of C.

"SHOP WITH THE ECHO"

"Shop with the Echo," and save money is a slogan with wise buyers. It is noted shoppers buy with The Echo in their hand, checking advertisements. This was noted particularly and frequently in two stores last Friday and Saturday.

"Shop with the Echo" and be happy.

—Buy Christmas Seals—

Chamber of Commerce

WHO—J. F. Thamnes and other Highway Commissioners, with State Engineer, will be in Bay St. Louis.

WHY—For the purpose of taking action on the Louisiana-Mississippi Short Cut Highway, connecting Mississippi Gulf Coast with New Orleans.

WHEN—Tuesday, December 2nd, 1930, at 2:30 P. M.

WHERE—Court House in Bay St. Louis.

Every professional and business man and citizen owes it to themselves and Bay St. Louis to be present.

WE WANT PROGRESS AND ACTION

**CHAMBER OF COMMERCE
REGULAR MONTHLY MEETING
FOR NEXT TUESDAY NIGHT**

Members Bay St. Louis Chamber of Commerce are reminded of the regular monthly meeting to be held at headquarters, in Masonic Bldg., on Tuesday night of next week at 8 o'clock, same day as the highway commissioners conference to be held in this city.

President Rev. Clark always has an interesting and constructive meeting and this one promises to be more so. There is something of vital interest to the community and its people at every meeting. Public projects need backing to put them over and attendance is vital.

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The Standard EchoECHO BLDG.
Thirty-Ninth Year of Publication

Chas. G. Moreau, Editor and Publisher

Official Journal Hancock County
Official Journal City of Bay St. LouisMember National Editorial Association
Member State Press AssociationSubscription Terms, \$2.00 Per Annum
Always in AdvanceEntered as Second-Class Matter at the Postoffice, at
Bay St. Louis, Miss., under Act of March 3, 1879.**IMPORTANCE OF REFORESTATION.**

THE MATTER of reforestation is one which should have the attention and interest of every citizen of Mississippi, for indeed it means to both the present and future generations more than all else if our State is to prosper, and especially important is to this particular section of the commonwealth. To neglect or postpone encouragement of reforesting the millions of acres of cut-over pine lands will prove disastrous, not only in loss of wealth but in other ways. Discussing reforestation, S. W. Greene, director of the coastal plain experiment station, quoted Robert Chambers as follows: "When the forests go, the water goes, fish and game go, crops go, herds and flocks go, fertility departs. Then the age old phantoms appear, stealthily one after another—flood, drought, fire, famine, pestilence."

Never has more truth been spoken in fewer words, and it behoves land-owners, large and small, to pay heed to them. While a greater portion of the cut-over lands is the property of former lumber companies and saw mill operators, there are many thousands of individuals who have denuded their lands of all merchantable timber, and as yet practically no start has been made to reforest the idle acres, nor little effort put forth to protect the young timber growth which may be found thereon. It is left as prey for fire from year's end to year's end, the owners failing to realize that Nature is trying its best to help them. However the day is not very distant when they will awake to realize their mistake in not exerting their every effort to husband the most valuable asset vouchsafed to them.

FANATICS OF 1928.

According to reports in newspapers, statements from political leaders and the general trend of sentiment, prohibition will be an issue in the presidential campaign in 1932. Whether we admit it or not, prohibition was a big issue in the 1928 campaign—Picayune Item. We are indeed sorry that The Echo cannot agree with its esteemed contemporary when it asserts that "prohibition was a big issue in the 1928 campaign." It was sought by a large bunch of fanatics who were opposed to Al Smith not because he was honest in stating his position on the liquor question, but because of his church affiliation—a fact which our friend of the Item cannot dispute.

HIGHER GRAFT.

Arthur Brisbane doesn't mince his words in expressing his opinion about anything he cares to discuss, a case in point is when he wrote: "If cities were run by competent business men instead of being run, as is usual, by grafting and ignorant politicians, taxes would be cut down 50 per cent or more. Prosperity and values would increase gigantically."—But just why Mr. Brisbane failed to include all the other branches of government we do not understand. It is not alone in municipalities that "grafting and ignorant politicians" get theirs, for the higher the job they capture the better the 'pickings' and there's less risk of detection.

ONLY GOD CAN MAKE A TREE.

I think that I shall never see
O poem lovely as a tree.
A tree whose hungry mouth is prest
Against the earth's sweet flowing breast;
A tree that looks at God all day,
And lifts her leafy arms to pray;
A tree that may in summer wear
A nest of robins in her hair;
Upon whose bosom snow has lain;
Who intimately lives with rain.
Poems are made by fools like me,
But only God can make a tree.

Sergeant Joyce Kilmer.

NEW BOOZE CARRIER.

Airplanes are now being used to transport red liquor, from this section to mid-western cities. Only a few days since a plane made a forced landing over Marion county and in it was found thirty cases of choice booze. The two men operating the plane were arrested and they were turned over to federal officers and jailed at Jackson on their failure to make bond, on a charge of transporting liquor.

"Red Cagie" was a tremendous "flop" as a football coach for our A. & M. College. Just another instance where a brilliant player often proves a poor instructor of a team. It is well that his resignation was accepted.

Those Chicago bandits who pulled off that bank robbery in New Orleans last Saturday were captured very quickly and no doubt are now wishing that they had never left the Windy City to ply their business in the Southern metropolis.

Various and divers remedies and plans for relieving the unemployment situation are being advocated by governmental and other agencies. So far no little progress has been made toward bettering the condition of the same four or five million persons who are out of work. The various measures enstated that within a short time the depression which seems world wide will have disappeared and normal conditions will again prevail.

AMERICAN BAR FAVORS REPEAL.

THE MEMBERS of the American Bar Association have voted by more than a two-thirds majority in favor of the repeal of the Eighteenth Amendment, and when so influential a body of men, composed as it is of the best minds of the country, it is a very significant indication that the war time amendment has outlived its usefulness.

Lawyers are trained to look at every question in a logical manner, and their view point in all matters is arrived at only after close and studied observation, therefore their decision and pronouncement with regard to repeal of the Eighteenth Amendment is worthy of consideration.

Of course there are many very learned and able men who will not accept the decision voiced by two-thirds of the American Bar Association's membership, and their dissent comes as no surprise to any one. They are dyed-in-the-wool drys, both in principle and practice, and despite of their knowledge of the fact that enforcement of the liquor laws is a farce they are unwilling to honestly admit that since the enactment of such laws, there has been a greater increase in crime and corruption than this country has ever before known. The jails and prisons throughout the land are over-crowded with liquor law violators and the Federal government has reached that point where it has become necessary to provide additional quarters to house the ever increasing number of prisoners convicted for violation of prohibition statutes. The incentive and promise of making "easy money" through illicit manufacture and sale of bootleg liquor was too great a temptation to be resisted by that class of men and women who risked detection and conviction in the courts. Their greed and avarice outweighed their respect for the laws of their country, and they became criminals. Human nature is generally weak—far weaker than most folks will admit, hence the frequency with which men long considered good and law-abiding citizens are caught in the dragnet set by the prohibition enforcement officers.

But to return to the action of the American Bar Association in favoring repeal of the Eighteenth Amendment, The Echo takes it as a fair and unbiased indication of the sentiment of the majority of the citizenship of our country, and in commenting on the same the New Orleans Times-Picayune says:

"Three-quarters of all the Bar Association membership, the latter comprising an overwhelming majority of the best legal minds in the land, cast their ballots on this vital issue and of that number slightly over two-thirds, in figures 13,779 to 6,340, voted that the dry amendment to the United States Constitution should be repealed."

"This, we feel sure, is the most important block of evidence as to the land's wishes in the matter that has thus far been presented. Certainly the legal profession cannot be accused of business self-interest in its attitude, for one of the unchallengeable facts arising from the prohibition effort has been the tremendous congestion it has introduced in our courts, through its multiplication of law violations. Indeed from a professional standpoint there will be indeed much moaning at the bar of justice when the dry ship puts out to sea, as put she will when other professions and groups show the same courage of their convictions as have the lawyers and disapprove in similar positive terms the experiment whose nobility is being every day more strongly questioned."

BUS PROPAGANDA.

A piece of propaganda issued in behalf of the bus lines operating in this state says that Mississippi and the various counties collected last year \$9,862,673 from automobile and truck registration and for gas taxes and adds, "We believe that money was used on the roads." Doubtless the author of that piece of propaganda also believes in Santa Claus.—Jackson Daily News. And also in that cherry tree story concerning George Washington and other fantastic narratives the truthfulness of which is doubted by sensible people. No one has any doubt about those millions in gas auto and truck taxes being ordered for the upkeep and building of roads, but no one believes that amount was judiciously and wisely spent—that the State and counties got value received for every dollar spent. It is a poor argument for the bus lines to advance in their attempt to down public sentiment which is against them, and will be against them until such lines pay their just and proportionate share of taxes for the privilege of operating business in competition with the railroads which pay a large share of taxes for the maintenance of our roads and highways.

HOW THE GROWER IS ROBBED.

A practical illustration of how the recently-enacted Federal Produce Agency Law works is shown in a case just reported—from Florida. An orange grower of that State shipped a carload of oranges to a produce dealer in Richmond, Virginia. In due time the Floridian received a check for \$250 and he forthwith hailed the dealer into the Federal court and the proceedings disclosed the fact that the net proceeds of the sale of the fruit was nearer \$700 than \$250. The court ordered the dealer to pay the shipper an additional \$463 with interest or else go to jail. It has been the said experience of produce shippers throughout the South—and those of other sections as well—to be the victims of dishonest commission firms to whom they shipped carload lots of produce by being compelled to accept whatever amount commission houses choose to send, and that one thing explains why this particular section does not rank as the greatest produce shipping section in all the South. Enactment of the Produce Agency Law should have the effect of promoting shipments in the future as it gives growers of produce the protection they need.

MISSISSIPPI BANKS.

During the past ten days fully two score banks in Tennessee, Kentucky, Arkansas and the Carolinas have closed their doors, an unprecedented number in so brief a space of time. Their failure is due to the financial depression but in some instances was caused by heavy withdrawals of depositors by their customers. So far there has been no bank failures in Mississippi, and reports from the banking department are to the effect that the condition of our financial institutions is not bad.

LOCAL SIDELIGHTS**BRO. PETER'S CHRISTMAS TREE FOR THE KIDDIES**

Each and every year Bro. Peter, president of St. Stanislaus College, leads the choir of children of Bay St. Louis in a service of Christmas entertainment. This is an annual institution and will live in the hearts of many. Bro. Peter does not give a Xmas tree entertainment for financial benefit, but gives the tree and hundreds of toys free to the children. It is for their direct benefit and they get the pleasure.

The writer of this weekly column knows of no gesture of greater benefit to more worthy than this to make the children happy at Christmas and in the greater number who otherwise could not know it was Christmas. They are given brand new toys, things that mean genuine pleasure, and later on the various charitable and benevolent organizations of the city distribute the tickets to the children of the needy. This is to be commended, and the standing beneficiary of the community at this time of the year is to be thanked and appreciated, even though he is extremely modest and does not even wish his name to be spoken in presence.

Christmas of 1930 will be no exception. Bro. Peter, as usual, will remember every little boy who is dreaming of a gun, tin soldier or some toy, and every little girl who has visions of a doll or story book, and besides to hold and own an orange or an apple, perhaps, both!

PASS CHRISTIAN IS NEIGH BORLY IN TIME OF STRESS.

The promptness in which a call for the fire engine from Pass Christian was responded to last Saturday morning, while standing along side of the splendid and powerful engine of which the Pass boasts, "and while we regret the occasion that makes it necessary, yet we are always more than pleased to come right over and to be of whatever assistance we may be able to render. We know Bay St. Louis, with its power engine, would do the same for us if the demand or necessity should arise, and it resolves after all and in the last analysis to a neighborly act, nothing more."

The writer heard Chief Barksdale express these kindly sentiments nobly expressed, and he meant every word. "We can only say in return that he is right in the hope that Bay St. Louis would do the same for the Pass."

INN-BY-THE-SEA IS OPEN FOR SEASON.

Inn-by-the-Sea, on the Bay of St. Louis and across from the city, has been in the hands of workmen the past three weeks, repairing and renovating and putting the hotel of a thousand charms in household order, ready to receive patronage from winter visitors. Several guests are registered for the opening Thanksgiving, and Manager Martin will serve a Thanksgiving dinner of par excellence as his first set meal.

Inn-by-the-Sea is one of the few hotels and resorts of the kind in this country. It has an individuality of its own, a flavor of romance and atmosphere of comfort and lure that possesses one immediately on arriving. May all the success he generally deserves be accorded.

ALONG THE SHORT CUT.

Every day should be Thanksgiving. We have so much to be thankful for. If not appreciative let us, at least, practice a sense of realization. Try it. . . . Bay St. Louis proper has 2600 Catholics. It is a city of churches and schools. Rotary Club stamps the club as an outstanding factor, even though it did nothing else. . . . George Rea comes from a family of bankers, his father and four brothers are bankers. . . . like poets, bankers are born. Harrison county has 700 farmers according to late statistics which failed to state how many were farming. . . . and 185 miles hard-surfaced roads, while Harrison is the third richest county in the State. Good for Harrison. . . . Satsuma crop in Mobile county suffered from the freeze last winter. . . . vendors along the highway ask 35 cents per dozen, while the price season before last was 50 cents a basket of several dozens. Failure of crop robe motor trip of interesting sight—growers of much concern. . . . While Gulfport is building another hotel was destroyed by fire in Bay St. Louis. . . . The Tulane will be missed. It was an ideal family hotel. . . . Christ is only a few weeks off. Bro. Peter's Christmas tree makes a happy event for the poor children of this section. . . . Among distinguished patients of the week are one lawyer and one banker. . . . Carl Marshall is victim of bad ear and visits a specialist. . . . Leo W. Seal has had a bad tooth, and we mean bad, too. Turkeys must be plentiful this year, price of meat cheaper than beef. . . . You can beat 35 cents per pound. . . . Someone asks will the price be cheap for Christmas. . . . We think not.

Shop with the Echo and save money. Take the Echo with you after reading the ads, and "Shop with the Echo."

PAY YOUR BETS.

Lady (Meeting friend in a bus) isn't it dreadful, my dear? I've just heard that the vicar's youngest son has entered a well-known racing stable to be trained as a jockey, and he was to have become a minister you know. . . . Well, perhaps a good choice, and the boy will bring more prestige to the church than he will as a minister." The vicar was a

Hancock County Insurance Agency**INSURANCE**

IN ALL ITS BRANCHES

Let Us Take Care of Your Needs

CASUALTY
BONDS
FIDELITY
JUDICIARY

Phone 108, Hancock County Bank

VIEWS OF OUR NEWS
By Chicagoan

Chicago, Ill., Nov. 25.—"Believe it or not," quotes the man on "The Short Cut," "Ford sells Chevrolets in Bay St. Louis." Now, of course, everybody sees the importance of the two names "Ford" and "Chevrolet," because both have been made popular by advertising, but after all the important word in the sentence, "Ford Sells Chevrolets" is the verb "sells."

Had Editor Moreau stated that Ford was the Chevrolet automobile dealer in the town, or had he said that gentleman with the namesake in Detroit was representing Chevrolet, the pun would have been as good but not the actuality, because we are assured that Mr. Ford not only does all those things for his company, but he "sells" its product, as well.

And one reason Chevrolets sell, also appeared in last week's Echo, in the form of the largest ad in the paper. That advertisement was important, not because of its size alone but because it is paid for by a manufacturing concern which employs the highest qualified advertising experts in America. For several years Chevrolet has spent the bulk of its advertising appropriation in country newspapers of the better sort, and a Chevrolet advertising contract has come to be looked on as a diploma of excellence for the paper securing it. Don't think for a moment that last week's ad was run because somebody in Detroit liked Mr. Moreau. It was inserted because it was intended to and will make money for its sponsor.

Back about the time Mrs. Armatine Touret was born, a famous French writer, Victor Hugo, induced a dream of the future which caused him to utter these words: "In the Twentieth Century war will be dead, the scaffold will be dead, hatred will be dead, frontier boundaries will be dead, man will live. He will possess something higher than all of these—a great country, the whole world, and a great hope, the whole heaven."

Unless she was more far-seeing than the average person, Mrs. Touret probably closed her eyes for the last time without ever seeing many signs of the approaching fulfillment of the great Frenchman's prophecy, although she lived through almost a third of the century in which so many evil things were to die.

However, the century has still seven years to run, and considering the many changes that have already taken place in the practices and ideals of men, it may be that ere the year 2,000 dawns, the dream of Hugo will become a reality. And come to think of it, the young man who recently brightened the Clermont Harbor home of Mr. and Mrs. Carr, will in that year have reached the age of seventy, and he will be telling the young folks his experiences during the time in which changes were being made.

If we ever approach such a paradise on earth as Victor Hugo thought he could see coming in this century, it will be because of the efforts of noble men and women through their religious and service organizations. The latter are very important because in them, especially in Rotary, all sectarian lines are wiped out. As was evidenced at the luncheon reported in last week's paper, a Catholic priest attends Rotary meetings, not only to listen but to add to the thought of the organization with his fund of knowledge gained through years of schooling and experience. If the whole world would adopt its motto, the words Father Pahey says embody the spirit of Rotary, if everybody was content to "Live in a house by the side of the road, and be a friend to man," how soon we would reach the Utopia visioned by Hugo and others! Rotary is an organization of leaders from all walks of life, and it will help us along the path.

It is true, as pointed out in last week's paper, that lynching is not confined to the South, but that occurrences like the one in South Carolina will tend to aid the agitation for obnoxious federal anti-lynching laws.

Remember saloon men with their disregard of proprieties gave strength to the prohibitionists, and now the prohibitionists with their disregard for all the fundamental rights of man are giving aid and comfort to the "repealers" so it is with lynching which if continued will bring about federal interference.

More than ever before can Bay St. Louis be proud of its son, Marchmont Schwartz. He was the outstanding player of the hardest game played by Notre Dame this season when it triumphed over the strong Northwestern eleven which had gone through its Big Ten schedule without defeat. And you may depend on it that I've been telling many a friend all about young Schwartz's home town, in which I have the honor to write for the paper, which excels in weekly newspaperdom as Marchmont does on the gridiron.

TO CONSIDER ROAD PLAN.

The Pascagoula chamber of commerce will send a delegate to Bay St. Louis on December 2 when a conference will be held by Coast citizens and highway officials to consider hard surfacing the short line coast route to New Orleans.

Thanksgiving
Brings Delight To Living

Because the Pilgrims came through their journey safely, they offered up thanks. They were glad to be alive. We, today, are doubly glad for this is a magic age. We have learned the art of saving. Saving means coming through safely. If we havn't your account, start one today.

This Bank Will Be Closed Thanksgiving Day**Merchants Bank & Trust Co.****Own Your Home and Garden.**

IT IS possible to accomplish this by buying a home on the building and loan plan. You pay us every month like you pay rent. At the end of so many years the house with its gardens and beauty belong to you.

Save Money With Us. If you do not care to build or buy a home now, start saving with us. So much aside every month will later serve you in good stead. We pay interest twice a year. Ask about our paid-up stock certificate plan.

**Peoples Bldg. & Loan Ass'n.**

J. A. BREATH, Secretary.
BAY ST. LOUIS, MISS.

THE WATCHERS

By WILLIAM LEE BURTON

We also serve . . . on porches, cold and still; beneath the frosty stars our beds are white, a long, dim line; there's snow upon the sill . . .

We think of home—of Christmas here tonight.

We think of wives and sweethearts left behind; for their dear sakes we must, we must, get well! But these long months, this weary, hopeless grind . . .

And yet we must go on; must not rebel.

Some day, perhaps, our bodies will be strong; the world outside will

STANISLAUS COLLEGE ECHOES

DOWN COMMY HI!

Well, Holy Cross College returned to New Orleans suffering from a 24-7 defeat. Attaboy, gang! Now just fix Commy Hi up next Sunday in the same fashion and our football season will be complete. Come on fellows! Show 'em just how bad we can beat 'em and make Captain Gremillion feel well once more. Let's have plenty of pep on the field and plenty in the stands. Let's have plenty of touch-downs and lots of rooting.

STANISLAUS SERENADERS.
OVER W. G. C. M.

Last Friday night the St. Stanislaus Serenaders under the direction of Professor Smith journeyed over to Gulfport for the purpose of broadcasting over station WCGM. Mr. Frank Kroulik welcomed the boys and put them right to work to give an evening of entertainment. They received many telephone requests and were enjoyed very much by all radio fans who listened in. Mr. Kroulik knew the boys from last year and knew just what they had, so he welcomed the chance to put them on the air and told them to return when ever possible.

DON'T FORGET.

Turkey Day there is to be that great annual foot-ball classic, the Fleas against the Flies. Don't fail to be present and see Hilary in action once more. Both teams have been practicing diligently and there are many doubts as to just what team will come out on top. The question will be settled when the game is over.

Mr. Fazio is making wonderful progress with his plans for a charity entertainment for the benefit of Stanislaus Xmas tree. He has plenty of real funny skits, songs, dances, and what not, planned to bring a pleasant surprise to you, so don't fail to come out, and come all, and help the good cause.

Mr. Woods, a former member of the faculty is in Bay St. Louis now. He attended the game Sunday and saw the Rocks rock H. C. C.

A Good Reason

Breaux: "Why don't you like girls?"

Fore: "Aw, they're two biased."

Breaux: "Biased?"

Fore: "Yeh, whenever I go out with em it's always bias this and bias that until I'm broke."

Brother Lucius has been transferred to Mobile and Brother Ernest is taking his place as a member of the faculty.

John Seafide and Harry Glover of Tulane Green Wave dropped off Sunday to see their Alma Mater crust H. C. C.

Rene Robicheaux, who has been ill in New Orleans, returned Sunday. His classmates welcome him back.

SODALITY NOTES.

The meeting for November the 22 was called to order by Brother Edmund. He took the trouble of calling the roll in order to discover the members who, as yet, have not made their act of consecration.

After this occurred the usual reading of the minutes by friend B. J. "Jaccie" Horne delivered a talk on the Agony in the Garden, somewhat reeled under the famous Horne accent. He announced that in the near future the members of Our Lady's Committee will collect the number of rosaries said per week.

It seems that a wish expressed here last week was heard by the powers that be. Dominic Gnard gave us another very pleasant reading from a pamphlet. The subject was "The Mass." Dominic explained to us the values derived from attendance at Mass. He ended his little explanation with the irrelevant remark that the pamphlets on the bookrack were obtainable gratis.

A few announcements more and a motion to adjourn the meeting carried.

In the latter half of the meeting Dick, or, that is to say, Mr. Presick took command of proceedings with usual enthusiasm.

The new book, brought before the attention of Sodalists in the new drive to promote Catholic Literature with a Capital L, has arrived. It is at present undergoing a critical test by one of the Sodalists officers. The name is "The Masterful Monk," by Owen Francis Dudley. We'll hear more about it.

LITERARY CLASS.

Every Friday morning Brother Peter conducts a literary class for Seniors. Our first lesson was on the works of John Greenleaf Whittier. Brother Peter gave us "In School Days" to memorize.

We next studied Father Abram J. Ryan the poet priest of the South. From his works Brother Peter selected "Furl That Banner" for us to study. Brother Peter also read "In Memorium" and the Sword of Robert E. Lee. Next Friday we will study William Cullen Bryant's "Thanatos."

FOSTER'S LINE.

This Thing Called "Jerk." To give a real definition of a "jerk" is a pretty hard problem. A "jerk" is supposed to be partially shown to one individual by a superior. Perhaps that is so. But to obtain this special fondness of superiors for one's self, one must produce the goods.

When it is said of a boy at school that he has a "jerk" in his record is traced back, it will be found to be just what it should be. He gives a fair trial to all that he has been assigned to do, and obeys all rules without a complaint. He is always and contented. Whereas, the boy who lays down on the job, and is always in difficulties, and finally is condemned to the "jerk" in his record.

MORE GAS BOUGHT DURING OCTOBER

State Collections of Gas Tax Show Increase of \$23,131 In Month

Gasoline excise tax collections for October showed an increase of \$23,131 over the previous month, according to figures released by Carl C. White, state auditor.

According to the state auditor, collections November 20, which represented the October sales, amounted to \$602,732.38, as compared to the previous month's collection of \$579,601.65.

Compared with the collections a year ago, however, this year's figures was a decline, the 1929 collection being \$690,466.72.

Under the revised distribution plan, the state highway commission shared the collections on a 50 per cent basis with the counties.

COVINGTON PAVING IS NOT SO GOOD

Mayor Charles Sheffield informs us that he will serve notice on the Southern Roads Construction Company to carry out their contract with the town and repair the many breaks showing in the paving for which the town paid a huge sum and which paving was guaranteed for five years by the construction company.

In many places in the paved area the curbing has dropped as much as two inches below the street surface, this having been caused by construction work being done over fresh filling in ditch and gutters. There are hundreds of cracks in the paving, and in one particular instance the paving has cracked and bulged an inch or more across the entire width of the street.

It is pointed out that if our paving deteriorates as much in five years after the guarantee expires as it will have in the guarantee period, the town will be in a bad way on the entire proposition.—St. Tammany Farmer.

COAST GAS LINES TO CHANGE HANDS

New York, Nov. 24.—United Gas Corporation has contracted to purchase from Southern Natural Gas pipe lines extending from the main pipe line of Southern Natural Gas Corporation near Jackson, Miss., to Mobile, Ala., and Pensacola, Fla.

The purchase includes branch lines to Bogalusa, La., and to Canton, Laurel, Hattiesburg, Gulfport and Biloxi, Miss.

Big Advertisements Attract Great Crowds

In September Chicago newspapers carried a twelve page advertisement for the Fair department store.

A sale referred to in the Fair advertisement lasted from nine in the morning to nine at night. It is said that this mass advertising produced the biggest economy day sale in the history of this big store.

A fortnight before, a Detroit paper, in a Sunday issue, carried six pages of advertising for Crowley, Milner & Company, a large department store in Detroit. Another Detroit paper carried four full pages for the same firm. Next morning police were required to keep in order 12,000 people waiting for the doors to open. That Monday sale attracted 350,000 shoppers to the store.

That doesn't help him. He still isn't what he should be and can't go very far on what he is. He is not true to himself, and he therefore cannot be to others.

Bill.

Preparations are afoot for the benefit performance to aid the swelling funds of the Annual Christmas Tree at Saint Stanislaus College for the poor and needy of the community.

The benefit will be known this year as the "Stanislaus Follies of 1930" and will be an entertaining revue, with many novelties and surprises.

HEARD IN THE CLASS-ROOM.

In answer to the question as to the major engagement between the Greeks and Persians, the two following answers proved most illuminating:

"The Battle of Monopoly."

"The Battle of Waterloo, fought in a narrow valley called the Shenandoah."

When asked to name some of the other famous inventors of this century besides Edison, one bright student answered, "Pat Pending."

The question, "Name what were the Greeks noted for," brought this very qualifying answer "Boot-blacks, parrots and restaurants."

WONDER WHY—

Lury got a big break from Waveland, B. J. Called a mill man. John James was riding on air Sunday. Lang is called original. Wilson said it won't be long now. Breaux is Jack of all trades. Gerst will be happy this weekend. Gerst plays with paper dolls.

Talley said "She only had an apple tree but Oh! Baby."

Johson said "Gee, mother isn't love grand."

Lilley said "My mother have them writing to me but I have got them writing for me. I have got them writing for me."

Moore plays with paper dolls. Tally said "She only had an apple tree but Oh! Baby."

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SHIP ISLAND RICH IN HISTORY AND A VITAL FACTOR IN CROSS TRADE

Sandy Strip Off Mississippi Coast Guards Cross Roads of Gulf and Has Witnessed Many Exciting Scenes During War and Peace.

By Anthony V. Ragin.

Biloxi, Miss., Nov. 22.—Fourteen miles from Biloxi, in a southerly direction, lies Ship Island. The French named it "Ile aux Vesseaux" upon its discovery in 1699. Pierre le Moyne d'Iberville, leader of the expedition under the seal and during the reign of Louis XIV, is accredited with being the first white man to put his foot on the island. D'Iberville and his colonizers had found Ship Island a safe harbor to make their base while exploring the Gulf coast and the Mississippi river passes.

Since the year 1699, Ship Island at various times has been the rendezvous of French, Spanish, English, Confederate, Federals, Indians and pirates. Adventurers of many nationalities have traded on the island in war and peace. Both have gone through Ship Island Pass bearing the bright colors of scores of countries or the skull and crossbones designating fearless robbers of the high seas. Truly, Ship Island has served as the northern crossroads of the Gulf of Mexico.

The bones of scores of explorers and fighters lie in unmarked graves on the island. An interesting legend is told of the burial of a missionary priest there. The friar, who had come with the French fleet, died aboard one of the vessels in Ship Island harbor. As he lay dying, one of his last wishes was that his body would be spared from the ravages of the crows birds seen flying over the island.

Vultures Stay Away

The priest was interred under the sand of Ship Island and to this day buzzards are seen on the mainland on Chardelle Horn and Cat Islands, but not on Ship Island. In recent years, a dead buzzard was reported found along the shore, but old pilots and lightkeepers do not recall seeing the vultures feasting on decayed matter on Ship Island.

Another story, told by the late Captain Eugene Tiblier I, direct descendant of one of the earliest French families, concerns the loyalty of a young Indian brave during the second British-American war. It was in December, 1814, that Jean Baptiste Ladnier stood by the door of his cabin on Ship Island and saw the great British fleet of Sir Edward Pakenham approaching. Ladnier realized that the British would be looking for men who knew the passes and boat lanes along the Gulf coast, and more especially, the route to New Orleans. His wife was gravely ill, however, and he saw no chance of escaping the invaders or getting medical attention for her.

Just when her condition became critical, Lapoucha, the Indian, appeared in a dug-out canoe. There was not a minute to be lost. Ladnier carried his wife down to the boat and stowed her there tenderly. Lapoucha, with the dexterity of his kind, rowed the little craft 14 miles to Biloxi, where colonists provided care and attention for the invalid. Some miles out from Ship Island,

HIGH-PRESSURE JOB THAT SERVES AS SEVERE TEST

ould You Get Out a Newspaper? Put Yourself In An Editor's Position— Could You Do It?

"Getting out a good newspaper is a fascinating task, but it is also a difficult one," stated the Redwood (Miss.) Gazette, in a story that many publishers may wish to reprint or the benefit of certain of their readers. "No other job that comes to mind is quite so taxing, so hurried or demands greater pains." From the moment a newspaper is started, be either daily or weekly, the work is carried on under pressure, a race against time. "Put yourself in an editor's position—could you do it?"

"Could you, for example, spell correctly, offhand, the names of a percentage of the residents of your town? If you could do that, could you write their initials correctly without resorting to the telephone directory or other authority?"

"Could you write down offhand the names of your city officials, your local school board, your county officials, your leading state and national officials, getting all the names, initials and offices correct?"

"Could you gather the threads of a story from half a dozen persons and weave them into an intelligent, readable account the first writing?"

"Could you write seven columns of material of 1200 or 1400 words each in two or three days, week after week, year after year, and when you had finished those seven, round out two or three columns more before press time?"

"In writing a headline, could you call to mind in a moment enough synonyms so that you would not repeat the main thought in the same words?"

"Could you judge in a minimum of time what size headlines, and what position in the paper could be given to each of the 75, 100 or more stories that might go into your paper?"

"Could you decide in a moment, on exercise 'snap' judgment, on the dozens of questions a newspaper man must face daily and get a majority of them correct?"

"We won't tire you—but if you could do these few simple things and a thousand and one more difficult ones, you should be a newspaper editor."

"The point we wish to make is that one can produce a good newspaper only after continual dignity study and years of practical experience. You have heard dozens of persons remark that they could turn out a newspaper, and a good one, too; but better-in-fact, than the one they are getting. That is not true, unless they have gone through the years and study what a good newspaper demands of its makers."

"Were it not for the peculiar fascination associated with newspaper work, there would be no newspapers, for there is no greater taskmaster, and money alone would be far too scant compensation."

NOT SO GOOD

Man whose house was burning— Say, fireman would you help me put this ladder up to that window so that I can get my watch which is in that front room?"

Fireman—"When did you wind it?"

Fireman—"Let it alone it will no doubt run down."

Infantry and Manning's Fourth Massachusetts Battery, landed a few days later and took possession. They were augmented later by the arrival of the 12th Maine and another Massachusetts regiment. These troops were part of the New England Division, commanded by Major-General B. F. Butler.

CANNON NEVER FIRED

During the early part of 1862, construction of Fort Massachusetts was begun in earnest, the name having been taken from the ship which effected the seizure. All of the brick cement and other material used in the construction of the massive walls and harbor were brought from Eastern ports. Not a gun was fired from Fort Massachusetts. In May, 1865, all Confederate prisoners were sent away for parole and released. Today the old fort is visited by tourists from Biloxi and elsewhere on the Mississippi Gulf Coast.

In March, 1869, several companies of negro soldiers were encamped on the island, under the command of Major Z. R. Bliss. Next year they were removed. Some years later, a quarantine station and an office for the collector of customs were established.

About 1800, Ship Island was the center of another great activity. The flags of Norway, Spain, Germany and other countries flew from ships anchored in its harbor. However, these were not men-of-war, but cargo carriers for yellow pine, which was being shipped from the Mississippi coast by the million feet. For years the island served as Biloxi's deep water port and lumber cut from background hills was taken there. With the founding of Gulfport and the building of its harbor, great ships now go almost to the doorsteps of that city.

Ship Island is said to contain buried pirate treasures. The spot may be deep under the sand hills or among the pines, but most of the hundreds of visitors today go there to enjoy the fine fishing and surf bathing.

An act of Congress approved on March 12, 1926, authorized the sale of Ship Island to Harrison County, which contains Pascagoula, Gulfport and Biloxi, but arranged to buy it. It is also possible that Biloxi and Gulfport may purchase certain portions from the county for the creation of public park land.

Today Ship Island is a quiet, unspoiled island, with a few houses scattered about, and a small population of about 100 people.

For those who like the exploration of old forts, Ship Island is a must.

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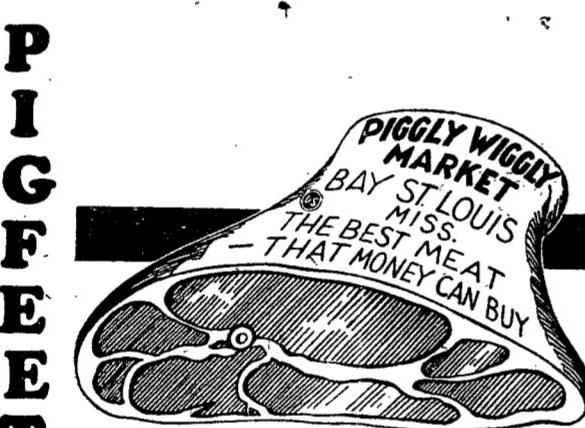
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PIGGY WIGGLY

HELPS THOSE WHO HELP THEMSELVES

Opposite L. & N. Depot. BAY ST. LOUIS, MISS.
SPECIALS—FRIDAY & SATURDAY.

SUGAR	10 lbs.	49c
RICE	5 pounds	24c
BUTTER	Brookfield & Cloverbloom per lb.	39c
COFFEE	Luzianne & Union per lb.	29c
COFFEE	Maxwellhouse pure	35c
POTATOES	Irish, 10 lbs.	33c
POTATOES	SWEET 10 lbs.	29c
LARD	JEWEL In Cartons	12c
LARD	JEWEL 4 lb. pails	55c
LARD	8 lb. pails	99c
WASHING	POWDER & SOAP 10 FOR	39c
FLOUR	24 lbs. Self Rising	74c
FLOUR	6 lb. Self Rising	29c
MILK	TALL 3 for	25c
TOMATOES	NO. 2 Cans 3 for	25c
PEACHES	No. 2½ size	15c



P	I	G	F	E	E	T
3 FOR	10c					
HAMS	WILSON'S Certified skinned					
FRESH PORK						

HAMS 19c

FRESH PORK
SHOULDERS, lb. 17c

PORK CHOPS
per lb. 21½c

BEEF STEAKS All
Cuts per lb. 25c

BEEF CHOPS
per lb. 20c

BEEF STEW
2 lbs. for 25c

BEEF ROAST
Per lb. 17c

BEEF ROAST
5 lbs. for 80c

SMOKED BACON
per lb. 22c

SLICED BREAKFAST
BACON per lb. 22½c

WEENIES per lb. 17c

FRESH CHICKENS
per lb. 28c

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2 Lbs. 24c

VEAL STEAKS
All cuts 24c

VEAL CHOPS
per lb. 19c

VEAL ROAST
per lb. 17c

VEAL ROAST
5 lbs. for 80c

VEAL LIVER
per lb. 23c

BABY VEAL LIVER
per lb. 25c

PORK SAUSAGE
LINKS per lb. 23c

PORK STEW
3 lbs. for 25c

SALT SHOULDERS
per lb. 15c

SWEET PICKLED
MEAT per lb. 20c

PICNICS any
brand 20c

REGULAR CLEAN
SALT SIDE 17c

CITY ECHOES.

Mr. and Mrs. George L. Rea went down to New Orleans Monday morning, Mr. Rea for the day and Mrs. Rea returning home Tuesday evening and was the house guest of Mrs. George L. Moore.

Mr. and Mrs. F. P. Cassidy have moved their domicile from Union to State street, where they are cozily domiciled in the Caisse cottage, Mr. Cassidy now located closer to his business, the Atlas Drug Store.

Roy Clyde Clark and Sarah Frances Clark, son and daughter of Rev. and Mrs. C. C. Clark left Wednesday afternoon for Laurel to spend Thanksgiving and the week-end with their grandmother, Mrs. McCookahan and aunt and uncle, Mr. and Mrs. M. Purlow.

Mr. Hubert De Ben returned home Saturday night from a ten-day business stay at Alexandria, La., making the homeward journey from "Alex," to New Orleans by airplane, covering the distance in slightly over an hour, and much to his delight, comfort and satisfaction.

Miss Alice Blaize, the charming young daughter of Mr. and Mrs. Leo Blaize, spent the past week-end with her parents at the family home in Bookter street. For a year or more Miss Blaize has filled a responsible position with the Southern Coffee Company of New Orleans.

Miss Francis Virginia Elliott came out from New Orleans Wednesday night and will remain for the week-end at the home of her parents, Mr. and Mrs. L. S. Elliott of Union street. Miss Elliott attends school at New Orleans being a member of the student body of St. Stephens school.

Tulane-L. S. U. football clash will attract many of Bay St. Louis population Thanksgiving Day to witness the annual classic. Mr. and Mrs. Glover and Mr. and Mrs. A. Scadie both have sons stars of the Tulane team and the colors of olive and gold will have many rooters for Glover and Scadie.

Attorney Robt. L. Genin returned home Friday evening from a professional trip to Jackson, accompanied by clients. Mr. Genin says the Capital City is growing by leaps and bounds, practically over night, and the fact gas is now available from over twenty wells makes for Jackson's future.

Mrs. A. A. Kergosien was welcomed home Monday from New Orleans, where she spent two weeks at Touro Infirmary, recuperating from a major operation, which was a marked success. Friends of the family are jubilant at her return and that she shows so rapid recovery and marked improvement.

Rev. Father Gmelch returned Tuesday afternoon from New Orleans where for the past three weeks he had been in Hotel Dieu recovering from a serious and very painful operation for mastoids trouble. Not only his devoted parishioners but every one else in Bay St. Louis are rejoicing over the recovery and return of the popular and greatly beloved Father Gmelch, as no man in this Commonwealth holds a more secure place in the affection and esteem of our people than he.

Have you done any of your Christmas shopping as yet? If you have friends or relatives living far away little time is left in which to get your gifts into the mail, and the postoffice department heads are always urging early mailing of packages and parcels to prevent delay in their delivery! And right here The Echo would remind its readers and patrons that there is no need of doing their Christmas shopping outside of Bay St. Louis. Our business establishments are stocked up with just the goods suitable for your needs—and at just the price to fit every purse. The Echo would add as a last word: Patronize the business houses which solicit your patronage through its columns, not only in the purchase of holiday goods but of every article you may need from day to day.

—And now the next holiday coming along will be Christmas and its celebration is the one which brings greatest joy and happiness in the lives of both old and young. Let us all hope that—despite the scarcity of coin of the realm" and the prevailing hard times"—it may be the greatest and best which has ever been known in the history of Bay St. Louis and the surrounding country. The spirit with which folks enter into the observance of any holiday, or occasion for that matter, is what counts, and surely the celebration of the birth of the Babe in the manger is a challenge to us all to enter into its observance with the proper spirit. The significance of the celebration by some is lost sight of and it comes and goes year after year with them as "just another day." For them it carries no appeal for the attainment of higher and better things in this life or promise for the hereafter.

This is the 1930 Christmas seal. Santa Claus has given it his official approval by uplifting his hand to emphasize the holiday greeting: "Merry Christmas—Health to All."

Everybody buys Christmas seals which raise the money to fight tuberculosis, but few know that the original seal designed by Howard Pyle in 1907 is now treasured by stamp collectors and has a value of \$5.00—\$10.00 per cent of the original cost of one cent.

THE HOME OF CREEOLE COOKING

Pitre's Cafe

Clean and Wholesome Food

Where Every Meal is a Pleasant Memory

WE SERVE—

3 Special Breakfasts

Breakfast No. 1—50c

Breakfast No. 2—40c

Breakfast No. 3—25c

From 11 A. M. to 2 P. M.

Merchants' Lunch—50c & 40c

Plate Lunch—25c

From 11 A. M. to 4 P. M.

REGULAR DINNER—65c

We carry a line of the best of every thing good to eat.

Our menu is the best.

Our prices are the best.

Our service is the best.

Our atmosphere is the best.

Our cleanliness is the best.

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